

Amendments to the Claims

Please enter the following amendments to the claims:

Listing of Claims:

1. (Amended) A product container, comprising:
 - at least one product selector, wherein the at least one product selector is selectable by a consumer to identify a physically tangible product for purchase;
 - a network interface, wherein said network interface facilitates communication of the product container with a network; and
 - a wireless access point which provides wireless communication via the network for at least one device associated with the consumer, wherein the wireless access point requests either validation of the consumer or payment information when the at least one device is determined to be within the vicinity of the wireless access point,wherein the product container is operable to dispense the product selected by the consumer; ~~and to provide at least one device wireless communication with said network via the wireless access point.~~
2. (Original) The product container of claim 1, wherein the network is the Internet.
3. (Original) The product container of claim 1, wherein the product comprises consumer packaged goods.
4. (Original) The product container of claim 3, wherein the product comprises soft drinks.
5. (Original) The product container of claim 1, wherein the container is operable to communicate with a content server via the network interface.

6. (Original) The product container of claim 1, wherein the container is operable to receive information from the consumer, and wherein the container is further operable to upload the information received from the consumer to the content server.
7. (Original) The product container of claim 5, further comprising an output device, wherein said output device is operable to display content transmitted to said container from said content server.
8. (Original) The product container of claim 1, further comprising an output device, wherein said output device is operable to print receipts.
9. (Original) The product container of claim 8, wherein the output device is operable to print receipts comprising a reward indicator.
10. (Original) The product container of claim 1, wherein the container is selected from the group of containers consisting of a fountain machine and a vending machine.
11. (Original) The product container of claim 1, further comprising at least one sensor, wherein the at least one sensor is operable to identify the presence of a person near the product container.
12. (Original) The product container of claim 11, wherein the at least one sensor is selected from the group of sensors consisting of a motion sensor, a microphone, a light sensor, and a radio-frequency sensor.